

ABSTRACT OF THE DISCLOSURE

The present invention relates to an automated web ranking system. The system monitors online marketing media ("OMM"), such as search engines, portals, affiliate programs, and other websites displaying advertiser listings or banner advertisements to determine the effectiveness of an online marketing campaign. The system is able to track online and telephonic orders or sales to a particular marketing campaign. Based on the effectiveness of a particular marketing campaign, the system can automatically place bids for positioning of an advertiser's listing on a pay-per-click search engine or make a determination as to whether or not to turn on a banner advertisement at set cost